MEDIA DEPARTMENT SOFTWARE: HOW TO FIND IT, WHEN TO USE IT.

MARKETING & MEDIA DECISIONS

OCTOBER 1989 • $4.00

HOT WHEELS

Mazda's finally got a winner—the Miata. Can it keep the pace? Group VP George McCabe (right) and Advertising VP Jan Thompson rev it all up.

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THE GROWING SISTERHOOD

Publishers learn the new rules of women's service.

MARKETING & MEDIA DECISIONS

COVER STORY

MAZDA'S SPORTING CHANCE 24

The Miata represents more than just the return of the sports car — it's Mazda's chance to shine. The sexy little car has won raves from critics, and consumers are paying $3,000 above the sticker price to get behind the wheel. But its success has done something more — it has driven its fourth-placed Japanese parent to a more secure place in the U.S. market.

FEATURES

TEMPORARY SOLUTIONS 33

The lean-and-mean media machine can sometimes short circuit. That's when media managers turn to media temps to keep things moving smoothly. So far, it's mostly on the buying side, but the option's advantages could lead to more widespread part-time work for those media people on the bench.

SISTER POWER 38

The seven women's service books, traditionally known as the "Seven Sisters," have found some new energy and direction, both editorially and in their marketing efforts. Circulation, however, remains a soft spot, and a new eighth "Sister" is stirring up the whole field.

BRAND REPORT 165: LAUNDRY DETERGENTS 87

In a market where suds are suds, marketers are looking for unique advantages to break the consumer mindset when choosing a detergent. Liquids now command a 40% share of the $3.5 billion market, scents have become an issue and events are part of the marketing plans.

SPECIAL REPORT

MEDIA DEPARTMENT SOFTWARE 47

A computer is only as good as its software, and increasingly, software plays a deciding role in media departments as well. Media managers are making software decisions that ultimately can determine their competitive edge. This report looks at how agencies configure their software bases and apply their data (pg. 48).

A second feature (pg. 61) offers a guide to the major buying and planning programs currently in the market.

DEPARTMENTS

PRO FILES 6

Larry Orell moves ahead at Lord Einstein O'Neill; Nina Rosenthal directs Y&R's new tv programming unit.

LETTERS 8

A final word on the "Last Word" . . . Yellow pages update . . . Three cheers for "Sales Promotion."

DEBUT 10

Film buffs with an appetite for gossip, behind-the-scenes interviews and Hollywood lifestyles are being treated to a new magazine this fall.

PRINT BEAT 17

The ABC's of software . . . The inside scoop on soap opera *Episodes* . . . Hearst looks to the stars . . . Newspaper page ratings.

CREATIVE CONCEPTS 22

The use of 15-second commercials has dramatically increased over the last five years. While concerns still abound, some recent creative uses of :15s show the spots can be highly effective in tv plans.

October 1989, Vol. 24, No. 10

Cover photograph by Darryl Estrine
Insert by Adam Chinitz

BROADCAST BEAT 99

West Coast prime time on the move . . . Sports reports from broadcast and cable networks.

POINT/COUNTERPOINT/POLL 102

With budgets in the works for the coming year, Chris Sutherland of the PMAA and the 4As' John O'Toole offer encouraging predictions for 1990. Our reader poll of client-side execs shows promotion with bigger increases.

ON THE DOCKET 104

While most companies currently offering electronic publishing services don't object to competition from AT&T, they are worried that the Baby Bells could adversely affect their business.

SALES PROMOTION 108

Special-event and sponsorship-type promotions are growing in popularity as marketers look for new ways to get some "sizzle" with their marketing dollars.

ECONOMIC EYE 110

The surprising newspaper reading habits of teenagers, our magazine category scorecard and the Media Cost Index through June 1989.

LAST WORD 112

A trio of professors from Dartmouth College and the University of Chicago advance the idea of "framing," noting that advertising works best in conjunction with actual brand usage.

AS THEY SEE IT

TELEVISION *Thom Miller* 73

Advertisers have to learn to attract the attention of "video grazers."

MAGAZINES *Pamela Barnett* 76

Some tips for preparing planner-friendly media kits.

RADIO *Dennis McGuire* 77

The first of a two-part look at the '90s, focusing on changing technology and increasing radio expenditures.

BUSINESS-TO-BUSINESS *George Tibball* 83

Honesty is the best policy in explaining creative-service costs to clients.

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to pair and focus on building the media kit to support it. Ideally, this will vary depending on the client or category.

3. Relevancy of contents. Highlighted in the majority of the kits were numbers that were at best vague and at worst misleading. For example, no media planner is interested in:

- Duplication of a health-oriented magazine with general business and financial magazines. It is obvious and irrelevant that there is little duplication.
- SMRB runs showing a W25-54/HHI $30M+/Employed demo that is not even close to a brand's W18-34 target. The quantity of random combinations of demographics that are often included in most media kits is enormous.
- Being shown that the mean reading time for an issue of one magazine is one-and-a-half times longer than another book, without mentioning that the first magazine has three times the number of pages.
- Seeing the same information in three different forms — one graph, one pie chart and one plain old numbers chart. Not only is this time-consuming, but pointless as well.

It is always obvious when numbers are included only because they show off the magazine in the best possible light. We don't want to see "good" numbers just to see them; we are interested in quantitative support of a magazine only in the context of our particular brand.

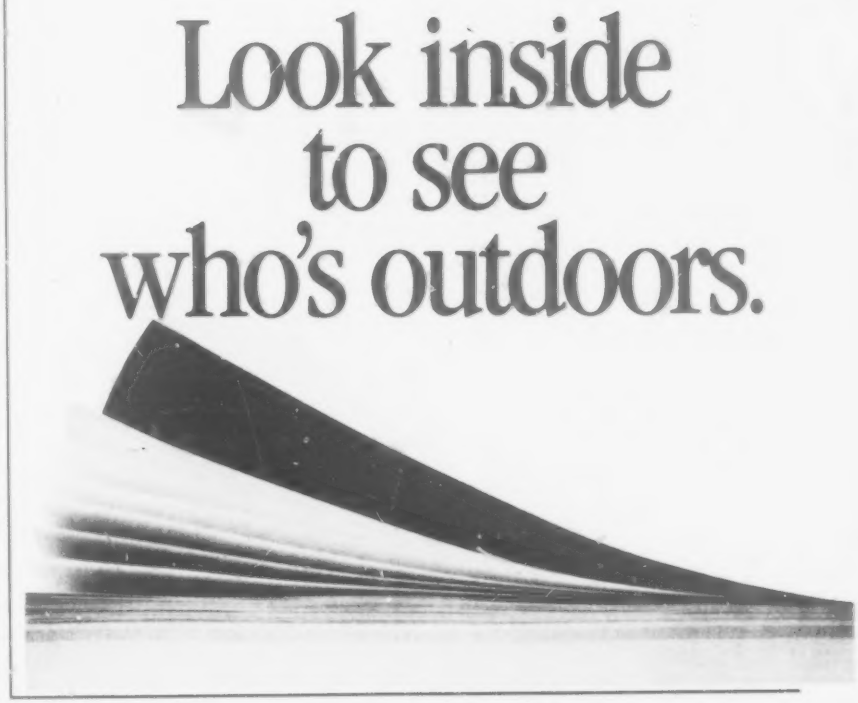
4. Rate cards. I would like to see all rate cards produced as 8 1/2" x 11" pages with three holes punched down the left hand side. Currently, virtually all rate cards are saddle-stitched booklets with negligible differences in their dimensions of 9" x 3 3/4" (yes, I actually measure them). The problem is, the present format and dimensions make rate cards difficult for media planners to keep in an orderly fashion. With this new sizing standard, we can put all rate cards in three-ring binders, referring to them easily.

Not being one to stifle creativity and individuality, the rate card can be as creative and glitzy as the magazine chooses. Attaching tabs or using glossy paper are just two examples. This allows them to be both unique to the magazine and put to use by media planners. As a side benefit, it saves the sales rep from being deluged with needless calls about the open rate.

Media kits are not all that bad. They certainly have the ability to provide information to those agencies with few other resources; they can also show a new way of looking at a magazine. The problem is that all of the useful information is hidden among pages and pages (and pages!) of fluff. My image of an ideal media kit includes:

- A rate card in the new, improved format;
- A concise editorial profile;
- A current ABC or BPA statement;
- A current issue of the magazine;
- The sales representative's business card;
- An editorial calendar;
- No more than five sales sheets containing information that is relevant to my client (ideally, more words than numbers), making one overall point.

If a rep hands me a media kit based on these new specifications, not only will I keep it, but I will refer to it as well. What more can a magazine's sales rep ask? ■



RADIO

Dennis P. McGuire
Radio supervisor,
Ayer, New York

RADIO 1990

Here come the '90s, and as the decade approaches, the time is right to assess the state of the oldest broadcast medium. To keep

things simple, this will be presented in two parts. Part I will deal with how and why radio expenditures are increasing. Also to be discussed is the technological impact on the way radio is planned and bought. Part II, at a later date, will deal with the national reps.

Radio advertising is the end-product of a variety of proprietary interests:

- The client wants to sell a product or service.
- The agency wants to develop creative commercials and plan and negotiate spot placements that will reach the largest number of potential customers at the most reasonable cost.
- Radio stations want to supply advertisers with listeners, and the local salesforce and the national reps want to facilitate the negotiating process.
- Underscoring all of the above is the desire to turn a profit.

What are the most dramatic changes affecting the interrelated processes just listed? I see the following:

- Increased technological advances, which will result in a greater dependency on . . .
- Computer hook-ups, which will expedite information and advance communication among clients, agencies, national reps and local station management.
- Greater involvement on the part of the national reps, particularly in their desires to advance the concept of . . .
- Unwired networks, which in turn form a pivotal cornerstone of the . . .
- National rep marketing departments, set up to bring in new radio users. These corporate departments include the concept of the "Radio Store."

Let's put the medium in perspective. Exhibit I (on following page) reflects the ten-year growth in radio in all three divisions: local/retail, national spot and wired network. From 1979 to 1988, expenditures in radio advertising grew $4.7 billion to a total of $7.9 billion. As a point of interest, in 1935 a little less than $80 million was spent in all radio. Today that's the radio budget for a good-sized beer account.

Local/retail spending still accounts for the lion's share of all expenditures: 67% in 1969, 76% in 1979 and 77% in 1988. Exhibit II shows the pure dollar growth for the same ten-year period. (Be advised that spending for 1989 is estimated and based on an average of the plus or minus growth percentages for the three preceding years. This is not very scientific, but it does allow for acceptable projections.)

Exhibit III details national spot expenditures. In terms of raw dollars, this is the second-largest pool of money, accounting in 1988 for $1.4 billion, or 18% of spending. In past years, national spot accounted for 29% in 1969 and 20% in 1979. Although its percentage share against all radio is shrinking, its pure dollar amount continues to grow (a bad year like 1987 notwithstanding). It appears that 1989 may be a banner year for national, with growth between 5% and 8%.

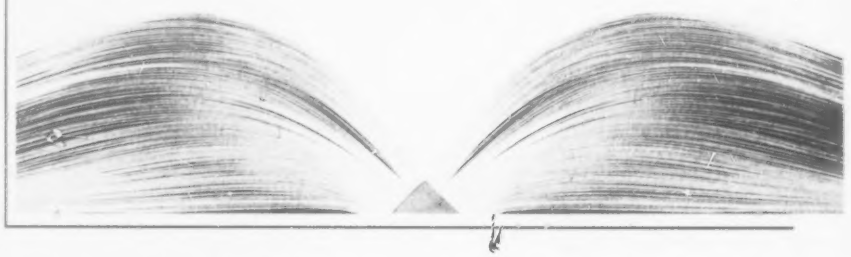
Wired network radio is next up for consideration (see Exhibit IV). The smallest division in terms of expenditures, wired network accounted for approximately $382 million (or 4.8% of all spending) in 1988. As a point of comparison, its shares in 1969 and 1979 were, respectively, 4.2% and 4.4%. So here we see some growth. As more national accounts increase their outlets for product distribution, we will continue to see an increase for wired network radio.

The money in all three areas is being spent on a greater number of broadcasting radio stations. Since 1980 1,216 new radio stations have gone on the air. This represents an increase of 15%. Consider that, in the same period, total radio expenditures have increased $4.4 billion, or 226%. So the increase in new radio stations (1988 total now stands at 9,087) is only a fraction in proportion to the rate of growth in expenditures.

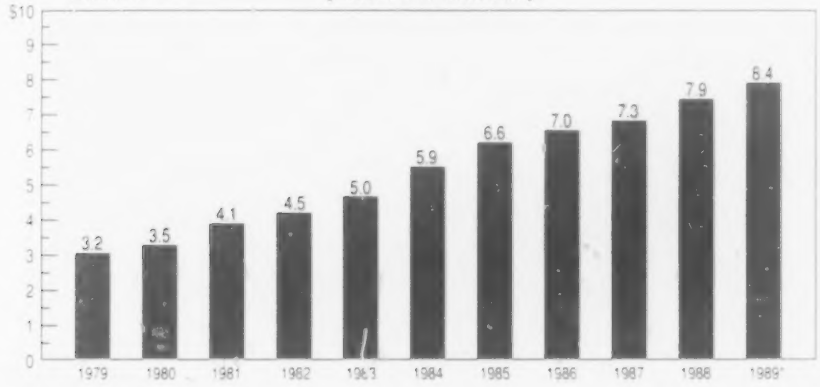
Also note that 873 of these new stations (or 72%) are FM facilities, bringing the FM share of the 1988 total to 45.7%. With their younger listeners, these stations have become a "must" for any buy aimed at 25-54-year-olds or younger.

Why the dramatic increases in radio spending? The Radio Network Association has espoused a few rationales. First up is the fact that network television's audiences are dropping while its prices increase. The group also maintains that magazines and newspapers are losing circulation and are

Read the news to see who's in print.



TOTAL RADIO EXPENDITURES
1979-1989
EXHIBIT I **(Dollars in Billions)**



LOCAL/RETAIL RADIO EXPENDITURES
1979-1989
II **(Dollars in Billions)**

NATIONAL SPOT RADIO EXPENDITURES
1979-1989
III **(Dollars in Millions)**

WIRED NETWORK RADIO EXPENDITURES
1979-1989
IV **(Dollars in Millions)**

*Estimated. Based on average growth (+ -) for the three previous years. Figures supplied by the Radio Advertising Bureau, N.Y., N.Y.

raising pricing dramatically because of postal and production increases.

But there are other reasons. For one, claims the Radio Advertising Bureau, radio has a greater impact when considering the immediacy of exposure to a medium. RAB research shows 51% of all adults 18+ were last exposed to radio within one hour of making the largest purchase of the day. That percentage is more than twice as large as the next runner-up, outdoor, with only 24%.

Furthermore, says the RAB, radio has the shortest time lapse from exposure to medium to actual purchase — one hour, 48 minutes. Again outdoor is in second place, with two hours and 54 minutes.

Advertisers also are becoming more aware of radio's strong promotional opportunities. On-air contests and tie-ins to existing radio features (such as trivia games and entertainment reports) give the client the added value of additional name exposure and programing association. Furthermore, local DJs and personalities may "talk up" a product that they like. This imparts to the listener implied personality and station endorsement. On-air promotions and tie-ins are available to national advertisers on a wired network basis. In this regard, long-form programing can be used for merchandising promotions.

The Tech Connection

Whatever the reasons, radio advertising is continuing to grow. Let's see how technological advances will affect the placement of increased spending.

In the 1970s and '80s we used overnight mail and Federal Express to get presentations, contracts, invoices and affidavits of performance. Now, "Fax it to me!" Those four words have changed the way we do business.

V

What we gain in efficiency, however, could be offset if we give up the most important component of our business, person-to-person contact. Too often buyers are telling the reps, "Don't stop by; just fax the avails to me." This is a two-edged sword that cuts deep with both planners and buyers. Clients can and have requested plans and completed buys by fax with the intention of reviewing them without on-the-spot agency feedback, explanation and clarification. For the sake of efficiency, we should not have to sacrifice the education, explanation and evaluation that come with interpersonal relationships.

But faxing gives a glimpse ahead. I believe that in the next few years we will see a greater dependency on computer hook-ups to expedite our business. Exhibit V illustrates the channels of communication that can be opened up among those in the negotiating process.

Let's imagine for the moment that political considerations have been swept aside. What we have is a communications system where all the major

MUST READ!

"Why do I read Marketing & Media Decisions?"

"I have been an avid reader of MARKETING & MEDIA DECISIONS for 23 years now. I regard the magazine as the most important trade publication for the media industry. It is topical, controversial, and essential reading for my staff."

— *Alan Goldin*

Vice President, HOUSE OF SEAGRAM MEDIA

MARKETING & MEDIA DECISIONS

players have access to each other in varying degrees:

- The planner alerts the buyer to a buy authorization. (Goals having been determined by the planner working in conjunction with the client.)
- The buyer channels the information that he or she wants known to the sales rep or local salesperson. (Agencies such as Ayer have an avail line that salespeople call every morning. Perhaps in 1992 the sales staff merely will open up their computer screens and access an agency code to check if business is pending.)
- Armed with the agency's specs for a buy, the salesperson checks into the station's avail screen.
- This information is then channeled to the buyer, who, supplied with info from other reps, makes the buy on, as an example, "Buyers Worksheet." (This is the Donovan Data System Program for making buys in the terminal.)
- The completed buys can then be accessed by the client.

All of the above has taken place without any personal interaction. At this point two questions arise:

1. Isn't it conceivable for the buyer to access the stations' availabilities without going through the salespeople?

2. With a greater dependency on technological support systems, is there a possibility of a cutback in the advertising labor force?

The answer to both questions is, as usual, yes, but . . .

In regards to the first question, station managers will not want direct agency accessibility to their avails. After all, pricing is based on supply and demand, whether real or illusory, and managers will not want to give up the competitive edge that this one-sided knowledge offers. Stations will continue to employ local sales teams and national reps to act as negotiators for spot time. No manager worth his or her mettle will give up control of the inventory and the advantage of establishing pricing.

The only change that may develop is the size of the sales teams, and that relates to the second question. If fewer buyers and other agency personnel are needed to plan and expedite buys, there would be a corresponding cutback in the number of sales personnel needed to service the agencies.

Within the last five years the advertising agency business has seen great change. Mega-mergers and a consequent greater emphasis on cost-control with an eye to more profit has seen the number of employees at many agencies decrease. Yet in spite of these considerations, the advertising industry is healthy. The U.S. Bureau of Labor Statistics puts total ad employment at approximately 249,800, up 10% over 1988. Of this total, 180,800 are in agencies, also up 10%.

Those who remain in the business, whether buyer or seller, will be expected to increase their contributions to the agency or station. And an employee becomes more valuable as he or she develops greater proficiency with the computers and software that will become his or her daily work tools.

Also remember that as clients pour more money into radio, there will be a need for knowledgeable executives to negotiate the expenditures. So to protect your future, learn to work with the apparatus at your disposal. ■

BUSINESS-TO-BUSINESS

George Tibball
President,
STG Marketing Communications,
Fairfield, Conn.

LET'S BE HONEST ABOUT RATES

"Why does it cost so much?" Is there any agency executive who hasn't heard this question from

MUST BUY!

"Why do I buy Marketing & Media Decisions?"

"Each month MARKETING & MEDIA DECISIONS covers the entire media business better than any other publication I read. We rely on it for reaching media professionals and marketers looking for the latest information on new trends in media. It is a must buy for us."

— ***George B. Dippy***
Publisher, BON APPETIT

MARKETING & MEDIA DECISIONS

BRAND REPORT

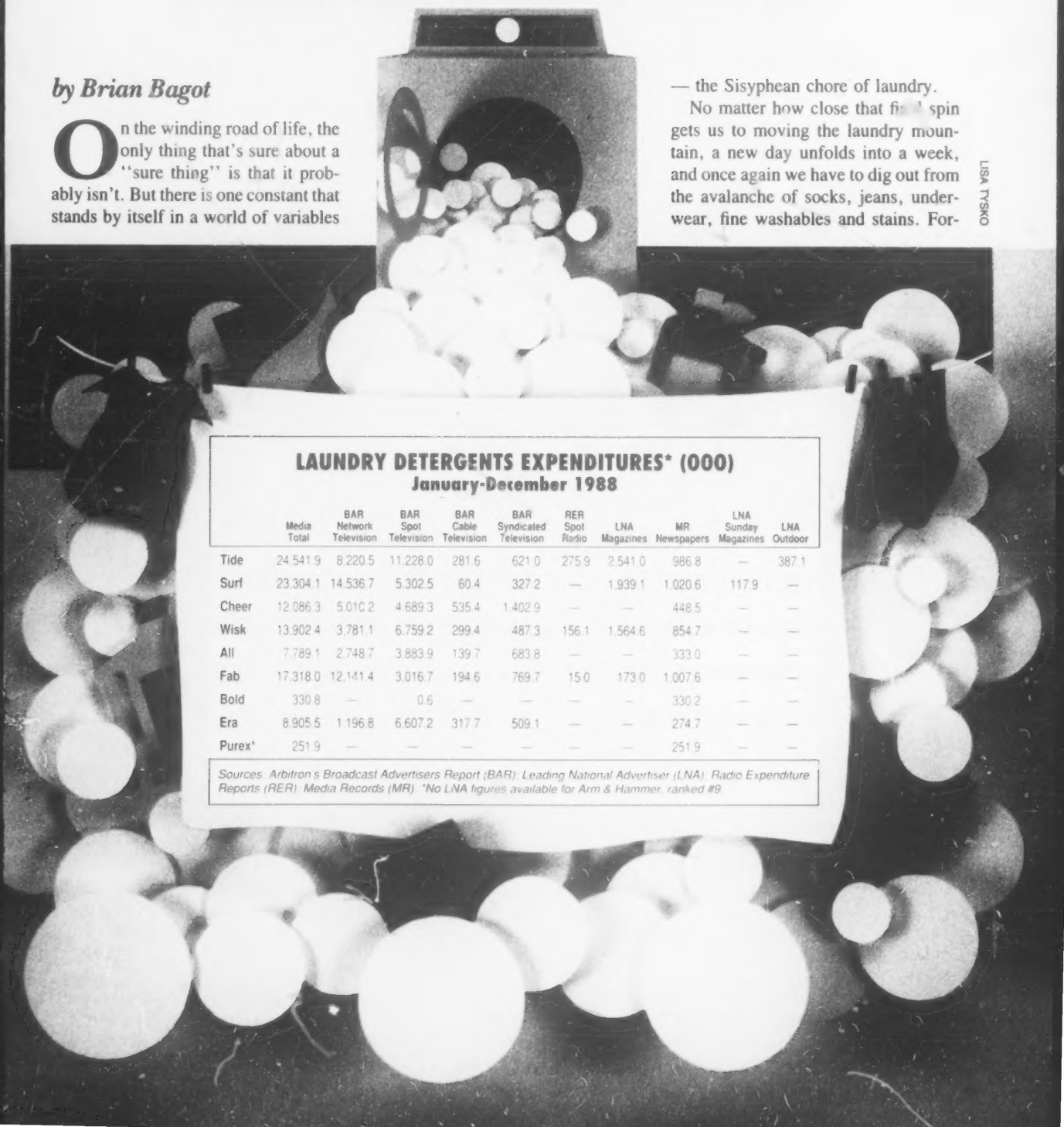
No. 165: Laundry Detergents

WASH 'N' WAR

by Brian Bagot

On the winding road of life, the only thing that's sure about a "sure thing" is that it probably isn't. But there is one constant that stands by itself in a world of variables — the Sisyphean chore of laundry.

No matter how close that final spin gets us to moving the laundry mountain, a new day unfolds into a week, and once again we have to dig out from the avalanche of socks, jeans, underwear, fine washables and stains. For-



LISA TYSKO

LAUNDRY DETERGENTS EXPENDITURES* (000)
January-December 1988

	Media Total	BAR Network Television	BAR Spot Television	BAR Cable Television	BAR Syndicated Television	RER Spot Radio	LNA Magazines	MR Newspapers	LNA Sunday Magazines	LNA Outdoor
Tide	24,541.9	8,220.5	11,228.0	281.6	621.0	275.9	2,541.0	986.8	—	387.1
Surf	23,304.1	14,536.7	5,302.5	60.4	327.2	—	1,939.1	1,020.6	117.9	—
Cheer	12,086.3	5,010.2	4,689.3	535.4	1,402.9	—	—	448.5	—	—
Wisk	13,902.4	3,781.1	6,759.2	299.4	487.3	156.1	1,564.6	854.7	—	—
All	7,789.1	2,748.7	3,883.9	139.7	683.8	—	—	333.0	—	—
Fab	17,318.0	12,141.4	3,016.7	194.6	769.7	15.0	173.0	1,007.6	—	—
Bold	330.8	—	0.6	—	—	—	—	330.2	—	—
Era	8,905.5	1,196.8	6,607.2	317.7	509.1	—	—	274.7	—	—
Purex*	251.9	—	—	—	—	—	—	251.9	—	—

*Sources: Arbitron's Broadcast Advertisers Report (BAR); Leading National Advertiser (LNA); Radio Expenditure Reports (RER); Media Records (MR). *No LNA figures available for Arm & Hammer, ranked #9.*

tunately, doing laundry has come a long way from banging the wash against rocks at the local river.

In a mature market where the consumers are all looking for the same result — clean wash — detergent makers, or "soapers," are busily targeting niches and specific laundry problems with brand-extended formulations. Some feature powdered detergent and bleach combinations, such as industry leader Tide; others offer odor killers, as in Surf; and enzymes and fabric softeners in liquid formulas tackle the toughest stains.

Powders currently make more suds in the market, while liquids, after strong growth with the introduction of Tide and Surf liquids, have leveled off at about a 40% share. The top eight brands take up more than 74% of the $3.5 billion laundry detergent market, which is dominated by two notoriously tight-lipped soapers, Procter & Gamble and Lever Brothers, with 44% and 31% of the market, respectively, according to Kidder Peabody.

With seven of the top nine brands between them, overlapping messages is a concern for P&G and Lever. So in addition to restricting flight patterns to keep one brand on the air while the others are grounded, they emphasize more than just clean clothes or being a powder or liquid. Benefits, such as stain removal, pricing or all-temperature capability, are stressed.

To tap more deeply into the traditional demo — mothers 25 to 54 — tv is the main ad vehicle used, with most commercials running on soaps, talk and game shows, as well as in family-oriented prime time. Most brands avoid violent and adult-skewed programming. But Wisk, which is also taking aim at the younger end of the demo, has aired spots during action shows such as *Hunter* and *The Equalizer*.

Only four of the leading brands — Tide, Surf, Wisk and Fab — used print last year, according to LNA, and these turned to the women's service magazines. All of the leaders invested in newspapers, says LNA.

"The primary strategy seems to be spending money," notes Bonita Austin, cosmetics and households products analyst with Wertheim Schroder & Co. But it's not just spending on advertising, which LNA pegs at about $96 million in 1988, for the eight leading brands. In fact, expenditures in traditional media have slowed in the past five years. Figures for the top eight brands in 1983 totaled $103 million. Remember also that the not-yet-national Surf only spent $400,000 that year.

Detergent users tend to hold allegiance to a group of brands rather than being loyal to just one, so couponing and trade promotions, such as off-invoice pricing are used by all of the soapers to earn an advantage over the competition. Numbers from the Advertising Checking Bureau regarding promotion activity show that FSIs were the most widely used promotion by soapers last year, accounting for 71% of the total redemption dollars, while direct mail took second place with 18%.

The annual spending by 15 laundry-detergent brands tracked by ACB was $130 million, which includes $112 million in redemptions and $18 million in space costs. Although ACB would not identify the brand that spent heaviest, that brand accounted for 20.4% of the total, while the second and third did 11.3% and 10.6%, respectively.

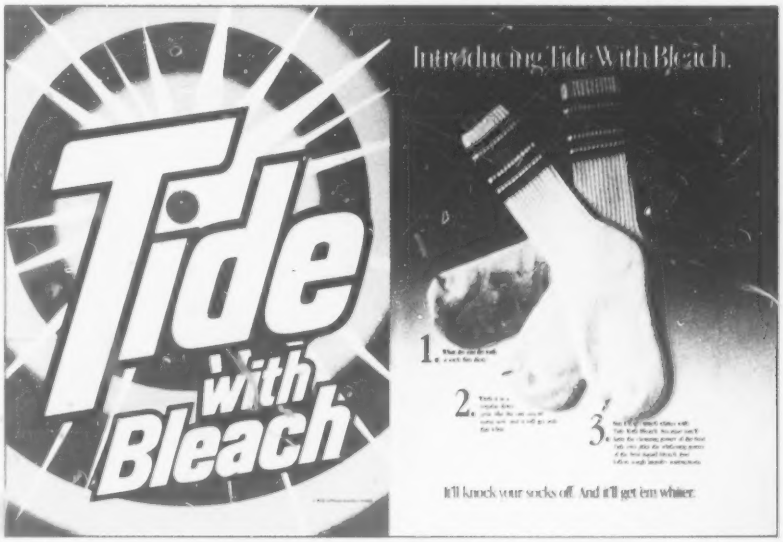
Event marketing is also a major way soapers keep their brands afloat. Matthew Dodds, an account executive with BBDO, the agency which handled Wisk until the brand moved to J. Walter Thompson in August, says as brands pull back on traditional media, money is transferred to this venue. This includes Tide's race car, Wisk's fireworks displays and Surf's Soap Opera All Star softball team.

This move has met with mixed reviews. Dodds notes that although these events are hard to quantify, "you have to realize this not only helps from the driving sales standpoint; they can be used as a merchandising tool. You can go into a market where you're not that strong and get the trade excited. Your target audience in one sense is the consumer, in the second sense the trade."

But Gary Stibel, a principal with New England Consulting Group, views these moves as an "unhealthy trend. The reason why brand names today are worth what they are is because of what manufacturers and marketers spent yesterday to make them worth that," he says. "There are only two ways to enhance an image of a brand name in the eye or the pocketbook of the consumer." These are superior performance in reality, he says, and superior product performance in perception. While Stibel adds that there are various forms of superior marketing, he feels advertising is the best of all.

"Ten years ago, for somebody to sponsor a race car, that was brilliant. Today, that's no longer brilliant," he states.

Another strategy Wertheim Schroder's Austin notes is preempting a competitor's brand extension. She cites P&G's introduction of Tide with



P&G is expected to spend $30 million on advertising in '89, with a big push behind Tide with Bleach.

Bleach once Clorox started to take its detergent-with-bleach product national. "Nobody had a product like that on the market until Clorox started making rumblings about rolling their product out nationally," she explains. Its share of detergent sales through food stores is estimated to be 0.5%.

One entry the soapers are glad they didn't preempt is Fab 1 Shot, the unit dose product from Colgate-Palmolive, whose sales went down the drain after the initial heavy promotions and advertising wore off. As Jay Friedman, senior vice president with Kidder, bluntly states, "Fab 1 Shot was a bomb. No one wanted to use it."

Targeting the convenience user with a product that contains detergent and fabric softener in one pouch looks great on the drawing board. But consumers, despite Fab's $17 million spent on media last year, still don't think measuring out their detergent is such a hassle.

"Consumers did not like unit dose packaging because it didn't offer them much control," says Jesse Lynn, Jr., Ph.D., development director of laundry detergents for Lever Brothers Co. No Colgate executives were available to comment, while the agency, Foote Cone & Belding, deferred all questions to the client.

The following is a look at what the leading laundry-detergent brands, as ranked by Kidder Peabody, are doing to keep from washing out.

To cover Houston, split your buy between the two biggest newspapers:

Tide

The leader in dollar share is also the leader in ad expenditures, with more than $24.5 million last year, according to LNA. This is expected to hit $30 million this year as P&G gets behind Tide with Bleach, though that's unconfirmed. The company would not talk about advertising or marketing for any P&G products.

Available in powder, liquid and powder with bleach, the brand has 27.5% of the market, with the powder taking 18.5%, estimates Kidder. Tide with Bleach, which was introduced in January, has 2.5%.

The powder is positioned as a premium heavy-duty detergent for a wide range of soil problems, while Tide with Bleach has the added benefits of a colorsafe bleach. There is also an unscented powdered Tide, targeted at consumers who don't want added fragrances in their wash.

Tide liquid is also a very strong performer and leads the liquid category with 9% of the detergent market. Its cleaning power is comparable to Tide powder but also offers enzymes for removing protein-based stains.

With an emphasis on kid dirt, the Tide dual liquid and powder ads from Saatchi & Saatchi have run in women's service books, including *Better Homes and Gardens*, *Family Circle* and *McCall's*. Also on the list are some general-interest magazines, such as *TV Guide*, *Star* and *People*, as well as targeted books such as *American Health*, *Parents*, *Essence* and *Glamour*. Total magazine expenditures were $2.5 million last year, according to LNA.

Television was used heavily last year, with $11.2 million going to spot, $8.2 million in network and $902,600 in cable and syndicated flights.

Surf

After going national four years ago, Surf was able to come on strong by

creating a new laundry problem — odor — a move that allowed the brand to surpass Cheer as number two and step over other established brands. The prize: about 10% of the market.

Stibel at New England Consulting Group explains that Lever Brothers went beyond clean, white and bright in its positioning as an odor remover. "They identified another sense to appeal to," he says. "For the first time in many years, Procter was dealing with a competitor that had an attribute that its brands were not pushing."

The fast lane does have its price, however. Lever, which would not comment on any aspect of its marketing or advertising, spent more than $23 million on advertising last year to help bouy the brand, which is available in liquid and powder, according to LNA estimates.

The idea to target "B.C.O." (bad clothes odor) is based on the company's market-research studies indicating that odor removal ranks as "an extremely important attribute" desired

Lever enlists the kids to tell why moms need Surf.

by consumers from their laundry detergent.

With odor removal as the core theme, the ads from Ogilvy & Mather have run during daytime soaps and game shows, as well as prime-time programing that includes *227*, *Favorite Son* and *Secrets Men Never Share*, for a tv spending total of close to $20 million, according to LNA.

In print, women's service books include *Woman's Day*, *Good Housekeeping* and *McCall's*. Special-market magazines like *Jet* and *Parents* are carrying ads drawn by kids as part of a promotion to answer why their mothers need to use Surf.

Surf's primary aim is to pull in women in the 18-54 group who are part of an active family where sweat and fun go together. "Surf is targeted toward people who work hard or are into physical things," explains a company spokesperson.

In addition to a big media budget, promotions also play a big part in keeping Surf from receding. With its active-lifestyles image, the brand sponsors sports-oriented events, such as the Surf All Stars, a softball team of soap-opera stars who play local celebrities across the country for charity.

Surf also did some outdoor in Hispanic markets, although the figure was not tracked by LNA, and the agency would not go any further than to confirm the ads.

Cheer

Although most laundry detergents work adequately in all water temper-

The Sunday Chronicle and the daily Chronicle.

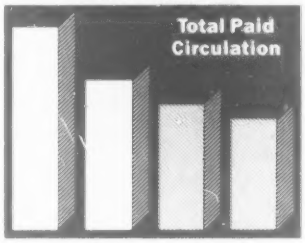
Surprised that The Houston Chronicle sells the two biggest newspapers in Houston? Well, it does.

The Sunday Chronicle sells 222,998 more papers than the city's other Sunday paper, giving it a 61% lead. And the daily Chronicle? It's got a 33% lead over their daily edition, and even outsells their Sunday paper by 64,996. The Houston Chronicle is also the largest paper in the Southwest and one of the top 20 papers in the country.

So if you want big advertising results, give us a call at (713) 220-7761. One phone call, and you'll get Houston's two biggest newspapers.

Houston Chronicle

Houston's primary advertising investment.



Calculations computed from the March 31, 1989 Publisher's Statements for The Houston Chronicle and The Houston Post

Chronicle

25 Cents ★★★

expected in the future.

P&G demonstrates Cheer's all temperature cleaning power.

atures, Cheer makes a point that it's "all tempera-Cheer."

Under the Cheer brand from P&G, which has 7.5% of the market, there is a powder, a liquid and a new Cheer Free, a perfume and dye-free product for consumers with sensitive skin or those who prefer not to have cosmetic agents in their wash. It's currently being test marketed in the Minneapolis and Denver areas.

"There still is a technological positioning for Cheer," explains a P&G spokesperson. "Tide and Bold do a very good job, but if you want ideal washing conditions, Cheer is specifically formulated for cold, warm and hot water."

In addition to stressing "all temperature," the ads from Leo Burnett position Cheer as the product for removing dirt, clay, mud and a wide range of soils. The liquid product also claims an edge in working on greasy stains.

Media expenditures totaled $12.1 million last year, according to LNA, with $5 million going to network tv and $5 million to spot. Programing bought last year included *Circus of the Stars*, *Knots Landing*, daytime soaps and *Sale of the Century*, according to Arbitron's Broadcast Advertisers Reports. Greg Florek, media director of Leo Burnett, says that Cheer uses a fair amount of daytime tv, with some night-time supported syndicated vehicles.

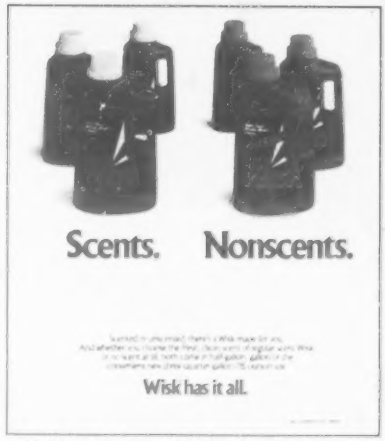
Wisk

Once the leader in the liquid laundry-detergent category, primarily by default, Wisk in recent years has had to contend with new entries, usually in the form of brand extensions, from the likes of Tide, Surf and All. It now has about 7.1% of the total detergent market, says Kidder, placing it fourth in the entire category and number two in liquids behind Tide.

"For a brand like Wisk, this is serious competition," says Matthew Dodds at BBDO, Wisk's ex-agency. "Over nine liquids have come into the market in the last five years."

Now, along with J. Walter Thompson's appointment as Wisk's new agency, comes new Advanced Action Wisk, an improved formula that contains enzymes and works better than the current formula on stains, according to a Lever spokesperson. Neither the company nor the agency would comment any further on the new product's introduction, the marketing strategy or even when the product hits the shelves.

Wisk has been positioned as a tough stain fighter, although in recent years an attempt has been made to position the brand not just for the pre-treatment of ring-around-the-collar, but as good for the whole wash. In an effort to grow Wisk out of the ring-around-the-collar syndrome, Lever even is test-marketing a powdered product in Phoenix and Houston.



Wisk has had a tough fight for its share of the liquid segment.

With female heads of households 18-49 with incomes of $35,000-plus as the target, Lever last year used a mix of :30s and :15s on network and spot prime and daytime in programs such as *thirtysomething*, ABC's *Monday Night Movie*, *The Price is Right* and soaps. The total tv bill, according to LNA, was about $11.2 million.

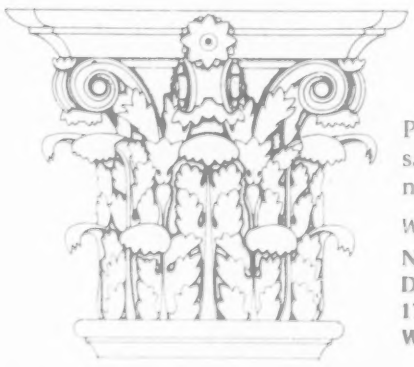
Magazines also target the demo and include *Good Housekeeping*, *Parents*, *Family Circle* and the *National Enquirer*. LNA put the magazine cost at $1.6 million last year.

Event marketing was also used, according to Dodds, in the form of Wisk Bright Nights fireworks displays in major cities, including Miami, New Orleans, Baltimore, Denver and Philadelphia. This was supported by spot radio, primarily during drive time, to get reach in the area.

All

All is another Lever Brothers product positioned as a tough stain lifter that can get the whole wash clean. It's available in powdered and liquid formulations, with 3.5% and 3% of the laundry market, respectively, but not as much ad money was put behind the brand as with Wisk. Last year, Lever invested about $7.8 million in joint media buys on spot and network tv during shows that included *Slap Maxwell*, *Golden Girls*, *Full House*, as well as daytime soaps and *Wheel of Fortune*.

No magazine advertising was done last year, and neither the company, nor

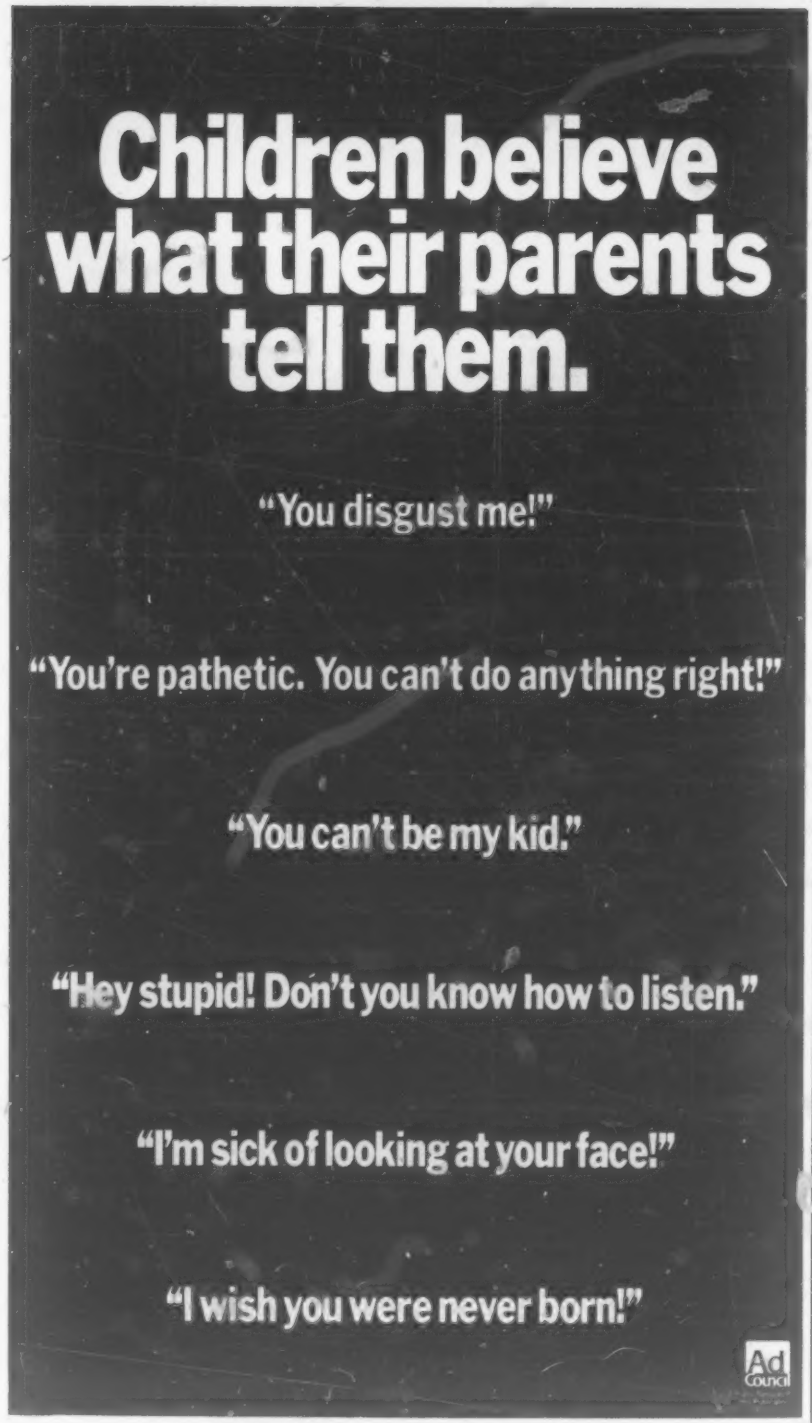


PRESERVATION
PLAN ON IT

Planning on restoring a house, saving a landmark, reviving your neighborhood?

Write:

National Trust for Historic Preservation
Department PA
1785 Massachusetts Ave., N.W.
Washington, D.C. 20036


Children believe what their parents tell them.
"You disgust me!"
"You're pathetic. You can't do anything right!"
"You can't be my kid."
"Hey stupid! Don't you know how to listen."
"I'm sick of looking at your face!"
"I wish you were never born!"
Ad Council

Words hit as hard as a fist.
Next time, stop and listen to what you're saying.
You might not believe your ears.

Take time out. Don't take it out on your kid.
Write: National Committee for Prevention of Child Abuse,
Box 2866E, Chicago, IL 60690

the agency, Lintas, would comment on why. But industry watchers say that All is primarily a price brand, slugging it out on the shelves with the likes of Bold, Arm & Hammer and Purex.

One industry watcher says, "If the product sells, and as long as they get good profit on it, they'll keep cranking it out. You look at the diminishing return and determine how much advertising is going to do for you."

Although the powder and liquid are targeted at women, the powder tends to skew more toward the 25-to-54 group, while the liquid attracts the 18-to-49-year-olds. A source on the brand attributed this to the powder being more traditional, while the liquid is considered to be a more modern product.

Fab

Colgate-Palmolive thou[illegible] it had a good idea in the works when it rolled out Fab 1 Shot nationally in late '87, positioning the product as a one-step, washer-to-dryer detergent/fabric-softener pouch. But after initial success of the product based on heavy promo efforts that gave the brand an estimated 4% of the market, consumer interest sank, leaving the product with 2% currently. The Fab brand, which is also available in powdered detergent as well as a powder and liquid with fabric softener, has 4.5% of the market.

Fab's ad expenditures last year totaled $17.3 million, with $12.1 million on network and $3 million on spot, according to LNA. Arbitron's Broadcast Advertisers Report shows that all tv spending was on the unit-dose product and ran on programing that included *Murder, She Wrote*, *Golden Girls*, *Hunter*, daytime soaps, as well as the *Sunday Night Movie*, *Tuesday Night Movie* and *Thursday Night Movie*. No print was used.

Janet Donahue, editor of *Soap/Cosmetics/Chemical Specialists*, says the 1 Shot product targeted single person households, people in smaller apartments and college students.

Wertheim Schroder's Austin says Colgate thought it was going to be less of a niche product and more mainstream. As a result, spending has been cut back. For this year's first quarter, media spending for the entire brand was $3.2 million, according to LNA.

Donahue questions whether Colgate will continue to spend money and support 1 Shot to keep its 2%. "Are they going to stay there forever? One to two percent is not that bad if you can hold on to that, but they have to resume spending money."

Bold

Bold, positioned by P&G as a detergent and fabric softener with static-control, is primarily competing against Fab and also has the same market share, 4.5%. However, unlike the Fab brand, Bold was not advertised last year, except for $330,000 in newspapers, according to LNA. Stibel says the brand spent $16 million in '86 and about $3 million in '87.

The reason, says Florek at Leo Burnett, is, "we've been trying to develop new copy, and it has not gotten to the stage of ads yet. Bold has not been active since its been at the agency, where concentration has been on creative rather than media."

Bold has been at Burnett for about a year. It had been with Grey Advertising.

Florek could not comment on what direction the brand will take or when the campaign will break. "There's nothing I can say about Bold right now, unfortunately," he says.

As to how the brand has been able to hold on to its market share without advertising, Wertheim's Austin thinks that people are buying the product because they're happy with it. "Bold is not taking any share, and the ad money would be just money down the drain. How can you justify spending millions of dollars worth of advertising on a product that's small?"

Stibel thinks P&G is being smart not to advertise the product. "Rather than spend money against a modest budget without superior advertising copy, they chose to use that money to concentrate their funds in marketing vehicles, mainly promotion, where it would do the brand the most good." Although he could not say how much promotional money is spent on Bold, he says a broad spectrum of promotions, including couponing and allowances to the trade, are used.

Bold powder is holding its 3% share, while the liquid has 1.5%.

Era

Era, the only other liquid-only national brand, is a head-on competitor to Wisk and is positioned as a tough stain-removal product, specifically for protein stains and spot treating. Most recently the brand has been upgraded with a new fragrance. Era's share of market, which is 4.5%, has not yet matched Wisk.

According to Stibel, Era is "positioning itself between a detergent and a bleach to get out the real tough stains your other detergents won't get out."

Era's campaign stresses "New Hope" for tough stains.

Most of P&G's support for Era was in spot tv last year, with about $6.6 million invested, while network took in $1.2 million, according to LNA. One source suspects spot placements let the brand more accurately target its users, women 25-to-54 in upper-income urban areas. Liquids cost considerably more to produce than do powdered detergents, so recommended prices are higher than powders. It costs more per use because it costs more to make.

The major portion of the tv campaign was daytime with soaps that included *Santa Barbara* and *Guiding Light*, as well as some syndicated vehicles such as *$25,000 Pyramid* and *Wheel of Fortune*.

Print has not been used "for a while," says Burnett's Florek, who could not comment further under instructions from P&G, which prohibits its agencies and employees to talk to the press. ■

THE MYERS REPORT

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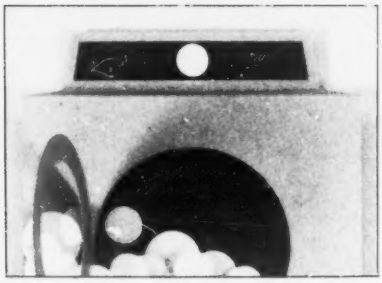
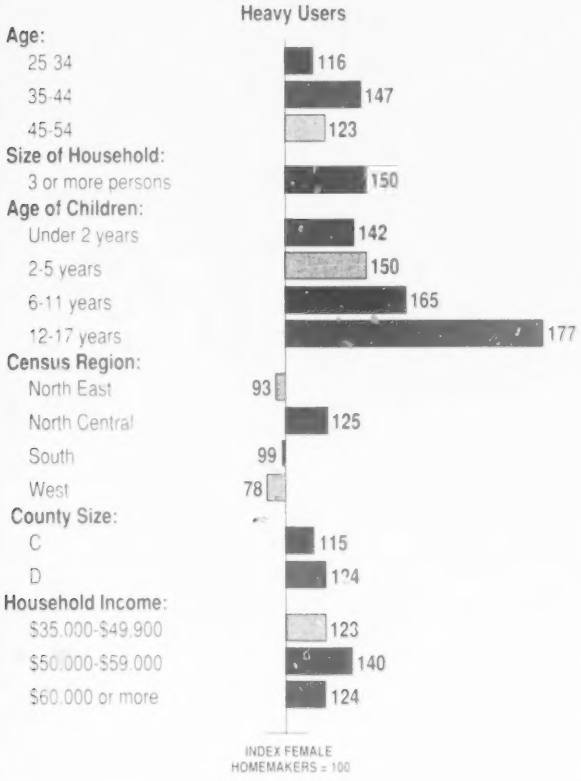


BRAND REPORT INDEX

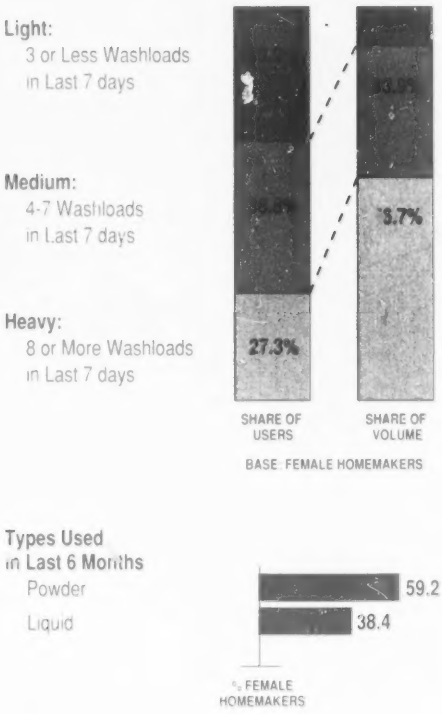
LAUNDRY DETERGENTS

How to read: Our indices of user demographics and media preferences are used to indicate the direction and amount of difference from the average. The index of the average is, by definition, 100. Thus, an index of 112 reflects a 12% above-average incidence. An index of 89 indicates an 11% below-average incidence.

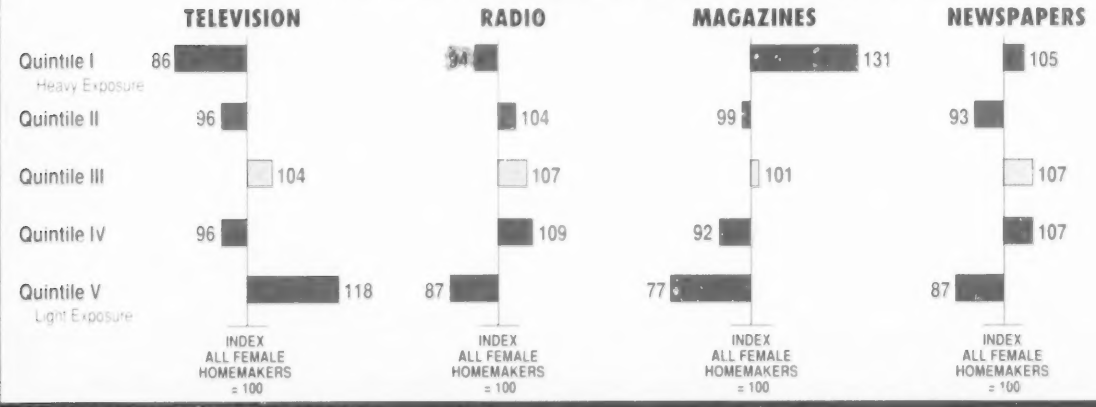
KEY DEMOGRAPHICS: HEAVY USERS of SOAP & DETERGENTS for REGULAR LAUNDRY



VOLUMETRICS: SOAP & DETERGENTS for REGULAR LAUNDRY



MEDIA EXPOSURE: HEAVY USERS of SOAP & DETERGENTS for REGULAR LAUNDRY



Source: Mediamark Research Inc. Spring 1988

ADVERTISING, PROMOTION AND 1990

ADVERTISING'S AGENDA

A sampling of 4As members shows most of them predicting their gross income going up this year. Fewer, however, were saying that in August than were saying it in January.

Robert Coen, senior vice president and director of forecasting with McCann-Erickson, New York, is predicting something in the range of 6%. Our members might do a little better than that.

But for next year the crystal ball is more clouded. My conservative guess is for more of the same: modest increase. There's still an enormous amount of debt out there as a result of leveraged buy-outs and takeovers, and debt service seems to take precedence over brand service. The situation is particularly intense in retailing, and certain conglomerations of advertising-reliant brands, such as RJR Nabisco.

On the other hand, sales promotion/advertising ratios show evidence of swinging back towards media advertising. Price-off incentives have lost much of their magic. The Maxwell House experience has not gone unnoticed. After raping its media advertising budget for several years to support price-off promotions, believing they were in a commodity business that was sensitive only to price, General Foods found that Maxwell House's share had slipped egregiously. Procter & Gamble's Folgers, well supported by advertising, took over the number one position in the category.

This year Kraft General Foods increased the Maxwell House advertising budget by one-third. As of June 19, Arbitron/SAMI said that Maxwell House had regained most of its share loss. P&G then poured in more advertising dollars and recaptured first place. Get the picture?

Minute Maid converted most of its marketing communications dollars into trade promotions at a time when its major competitor, Tropicana, heavied up its media advertising budget. The result was the worst decline in market share in the history of the Minute Maid brand and a reversal of its allocation of marketing funds.

There are more straws in the wind. Veronis, Suhler & Associates, in its "Communications Industry Forecast," states that the compounded annual growth of media advertising from 1984 to 1988 was 8.6%. The growth of sales promotion, on the other hand, was 11.6%. The growth of sales promotion on an annual basis, however, went from 16.7% in 1984 to 7.6% in 1988. The bloom, if not off the rose, has paled somewhat.

Veronis, Suhler projects that this reversal will continue. Next year they predict the growth rate to be 8.1% for sales promotion, 8.3% for media advertising.

The big swing factor is how competitive American business really feels in 1990. The rewards are there. Under-spending by leaders in a category offers an opportunity for scrappy contenders to increase their share quickly. Since under-spending is characteristic of many categories today and since the long-term rewards go to the competitive not the moribound, my prediction is a substantially greater increase in ad spending next year.

John O'Toole is president and chief executive officer of the American Association of Advertising Agencies.

OUR READERS TELL US . . .

Research USA, Chicago, finds most media budgets up under 10% among our sample. Sales promotion fares a bit stronger.

1. How much have your media ad budgets changed overall for 1990?

Increase of:	(Base = 64)
1%-9%	40.5%
10%-19%	9.4%
20% or more	9.4%
Decrease of:	
1%-9%	9.4%
10%-19%	1.6%
20% or more	6.3%
No change	23.4%

b. What changes were made for each of the following media?

	Up	*No Change*	*Down*	*Base*
Consumer Magazines	40%	48.9%	11.1%	45
Business Trade Publications	37.3%	58.8%	3.9%	51
Newspapers	21.1%	68.4%	10.5%	38
Television	38.5%	46.1%	15.4%	39
Cable	35.5%	54.8%	9.7%	31
Radio	41.2%	58.8%	—	34
Outdoor	3.7%	85.2%	11.1%	27
Sales Promotion	56.8%	34.1%	9.1%	44
Direct Marketing	43.9%	53.7%	2.4%	41

PROMOTION'S PROFILE

There is an axiom in American business that almost sounds too trite, too simple, to be as powerful and all encompassing as it is. It is that quality and value form the basis of the American free enterprise system. In the American marketplace, consumers are among the smartest and most demanding in the world. Quality is a virtual prerequisite. Yet quality, to one degree or another, is essentially a fixed asset in brand equity.

Value, on the other hand, is basic to the discretionary decision of every consumer making every purchase of every product or service in America. It is here, in the art and science of the "deal," that promotion marketing flourishes. And every indication suggests that the next decade will be marked by unprecedented growth.

Unfortunately, the highly competitive nature of the promotion marketing business makes it very difficult to track industry figures. However, *Marketing & Media Decisions*' own estimates provide a glimpse into the power and scope of promotion marketing. These latest figures suggest that promotion marketing is a $124 billion industry, more than twice the size of advertising. But perhaps more importantly, promotion marketing has developed into an integral component of the marketing mix.

This emergence and growth has spawned what I call the "art and science of promotion marketing." In essence, these offer suitable metaphors for existing disciplines within promotion marketing. The obvious caveat, however, is that each is interdependent on the other, in most applications.

The "art" side of the equation refers to the subjective process of motivating consumer purchase using something other than the basic product configuration. Although they are grounded in analytical thought, examples such as games, sweepstakes, tie-ins and events rely primarily on the creative process for their point-of-difference.

One of the key phrases for the '90s is likely to be "borrowed interest," which refers to using something outside the realm of the product to promote it. These "tie-ins" are typically related to the product in some peripheral way and are usually licensed for the promotion. The next decade will see a more sophisticated application of this concept. Licenses and other tie-ins will be selected with a greater degree of scrutiny against marketing goals.

The "science" side speaks to the more analytical components of promotion. They often must apply creativity at the consumer level, but success is usually based on a quantifiable element, such as a data base or a distribution. Examples include free-standing inserts, data-base marketing and coupon redemption.

The immediate future looks very strong in several areas. Electronic coupon scanning is near the top of the list. With losses approaching 8 billion coupons annually, manufacturers are aggressively pursuing a solution to this nagging problem. To imagine that the entire coupon processing system could be effectively terminated at the checkout counter is truly extraordinary.

Other advancements will include the expansion and increasing complexity of data-base marketing. While the "shotgun" approach will likely fade, segmented marketing matrixed in unique ways will be even more prevalent in the future. As an example, high value coupons will be offered to consumers of a competitor, replaced by increasing lower values as the consumer switches brands. Tied to in-store data, this will be the first fully integrated approach to this process.

Space alone limits a full discussion of all the enhanced components of this booming industry. Simply know that it is growing and smart application and administration of a promotion marketing program will be the high octane fuel for the fast track in the '90s.

Chris Sutherland is the executive director of the Promotion Marketing Association of America Inc.

2. How much have your promotion budgets changed overall for 1990? (Base = 64)

Increase of:	
1%-9%	31.2%
10%-19%	14.1%
20% or more	15.6%
Decrease of:	
1%-9%	6.3%
10%-19%	1.6%
20% ore more	3.1%
No change	28.1%

3. Have there been cutbacks in your organization over the past few months? (Base = 64)

Yes	34.4%
No	65.6%

If "Yes," in which of the following areas were cutbacks made? (Check all that apply) (Base = 22)

Budget cuts	81.8%
Mid-management cuts	18.2%
Top management cuts	54.5%
Staff cuts	59.1%

ECONOMIC EYE

TEEN TALK

A recent Newspaper Advertising Bureau study shows that teenagers really do read newspapers. In fact, 37% of those interviewed said they read the paper more frequently than they did a year ago. According to the report, 68% of teens read at least one issue out of five and 16% read the paper every day.

MAGAZINE AD SCORECARD

	Ad Pages Aug. 1989	% change from Aug. 1988	Dollars spent (000)	% change from Aug. 1988
1. Skin care, Creams, Lotions and Oils	157.95	38.7	6,889.6	72.9
2. Lip and Eye Beauty Products	110.38	-21.8	4,220.7	-27.6
3. Scents and Fragrances	112.12	-17.4	3,055.0	-5.6
4. Facial Makeup Products	69.53	-5.2	2,720.4	-13.0
5. Prepared Dinners and Entrees (including pizzas)	18.28	-69.1	1,265.3	-62.2
6. Liquor	231.97	-7.6	10,025.5	-13.6
7. Cigarettes	542.32	-3.1	30,978.4	1.9
8. Soaps and Detergents	56.16	-71.2	3,973.0	154.0
9. Passenger Cars, Domestic	179.89	-14.9	10,742.7	-12
10. Passenger Cars, Imported	325.01	-8.7	17,783.8	-9.9

Source: Publishers Information Bureau as prepared by Leading National Advertisers.

MEDIA COST INDEX

1985 = 100 ← 1988 → ← 1989 →

	Nov.	% change	Dec.	% change	Jan.	% change	Feb.	% change	March	% change	Apr.	% change	May	% change	June	% change
Network TV																
Daytime	80	–14	73	–10	77	–17	68	–15	68	–15	72	–7	67	–12	63	–14
Nighttime	113	–2	109	–2	122	+8	120	–19	125	+11	112	+13	127	+16	112	-8
Spot TV																
Prime time	104	+3	129	+5	141	+10	127	–2	125	–4	131	+5	126	+0.3	131	+5
Daytime	102	–10	99	–6	116	–5	120	+11	97	–1	100	+5	101	–1	93	–0.2
Network radio	125	+10	119	+12	158	+8	142	+10	139	+15	128	+10	131	+13	126	+8
Spot radio	–	–	110	–3	–	–	–	–	118	+12	–	–	–	–	118	+17
Consumer magazines	118	+6	119	+6	122	+6	122	+6	122	+6	122	+6	122	+6	123	+7
Natl. Sunday magazines	130	+10	130	+10	129	+10	129	+10	129	+10	129	+10	130	+12	130	+12
Business publications	120	+6	120	+7	119	+2	119	+2	119	+2	119	+2	123	+6	123	+6
Newspapers	124	+7	124	+7	131	+5	131	+6	131	+6	132	+6	131	+6	—	—
Outdoor	137	+11	137	+11	137	+11	137	+11	132	+8	132	+8	132	+8	132	+8

Notes: Percentage shown is relative change from the same month/period the year before.
*Revised

Sources:

Nighttime Network TV- Cost per average 30-second spot, 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Reports' (BAR) Network TV Service.

Daytime Network TV- Cost per average 30-second spot, 10 a.m.-4:30 p.m. Monday-Friday from BAR's Network TV Service.

Network Radio- Cost per average 30-second radio announcement from BAR's Network Radio Service.

Consumer Magazines estimate based on reported SRDS cost of a page, four-color in 40 national consumer magazines, as reported by Magazine Publishers Assn.

National Sunday Mags estimate based on published (rate cards) costs of a page, four-color in the national entries.

Daily Newspapers estimate based on Newspaper Advertising Bureau report of SRDS costs per column inch of a sample of 784 newspapers weighted to represent the universe.

Outdoor Posters based on estimate prepared by Institute of Outdoor Advertising.

Spot Radio index represents cost of a 60-second spot in the top 100 markets from data supplied to Radio Expenditure Reports by major radio representatives.

Business Publications estimates based on reported SRDS cost of a page, four-color in 48 publications representing 42 business and professional classifications.